

FIG. 1

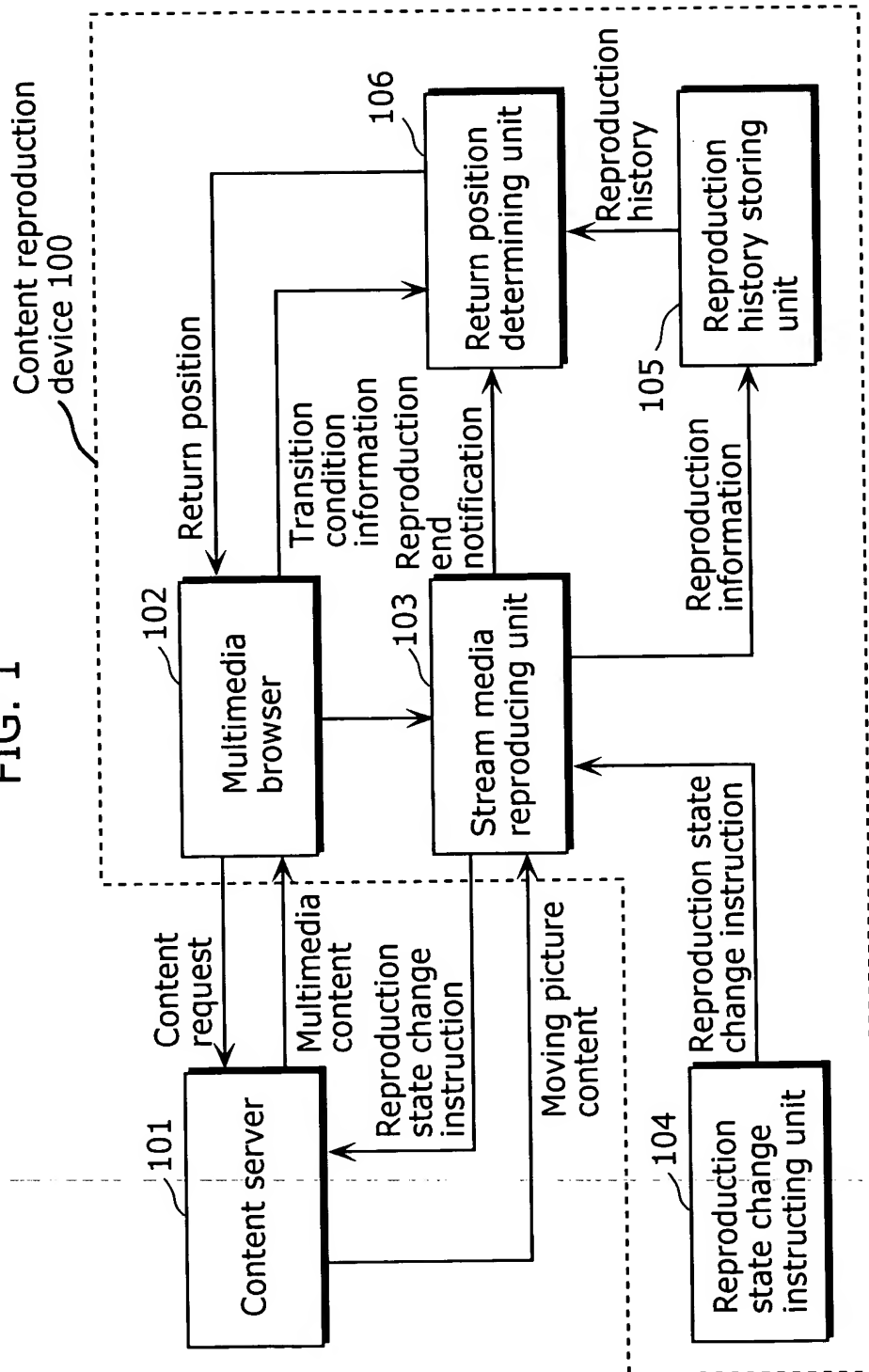


FIG. 2A

```
<html>
<head>
. . . . .
</head>
<body>
. . . . .
<a href="URL of stream media content#return URL1#return URL2">stream media content</a>
. . . . .
<body>
</html>
```

Link specification 201

FIG. 2B

202

| |
|------------|
| Return URL |
| URL1 |
| URL2 |

FIG. 2C

launchDocument (URL of stream media content, return URL1, return URL2)

FIG. 3

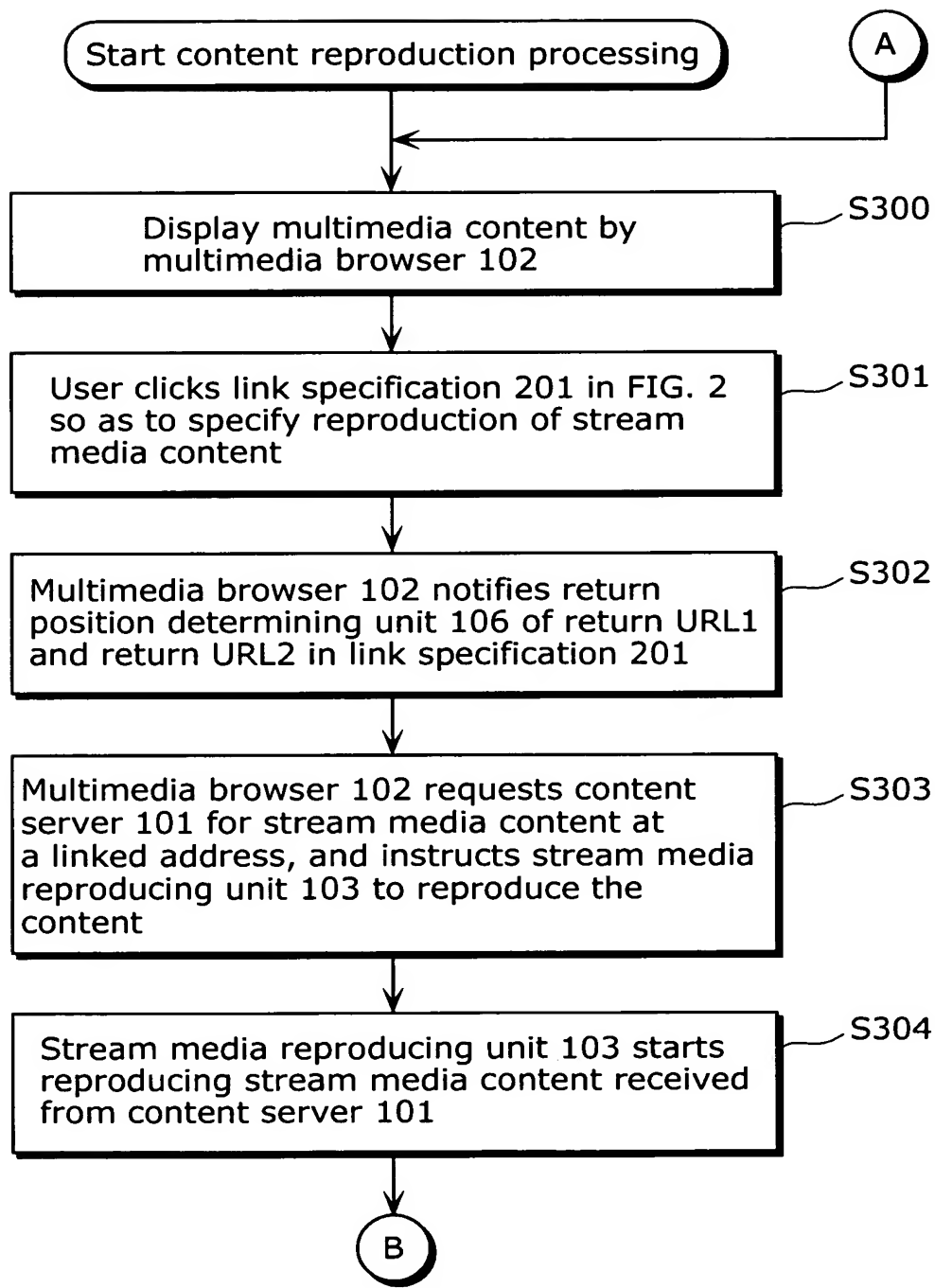


FIG. 4

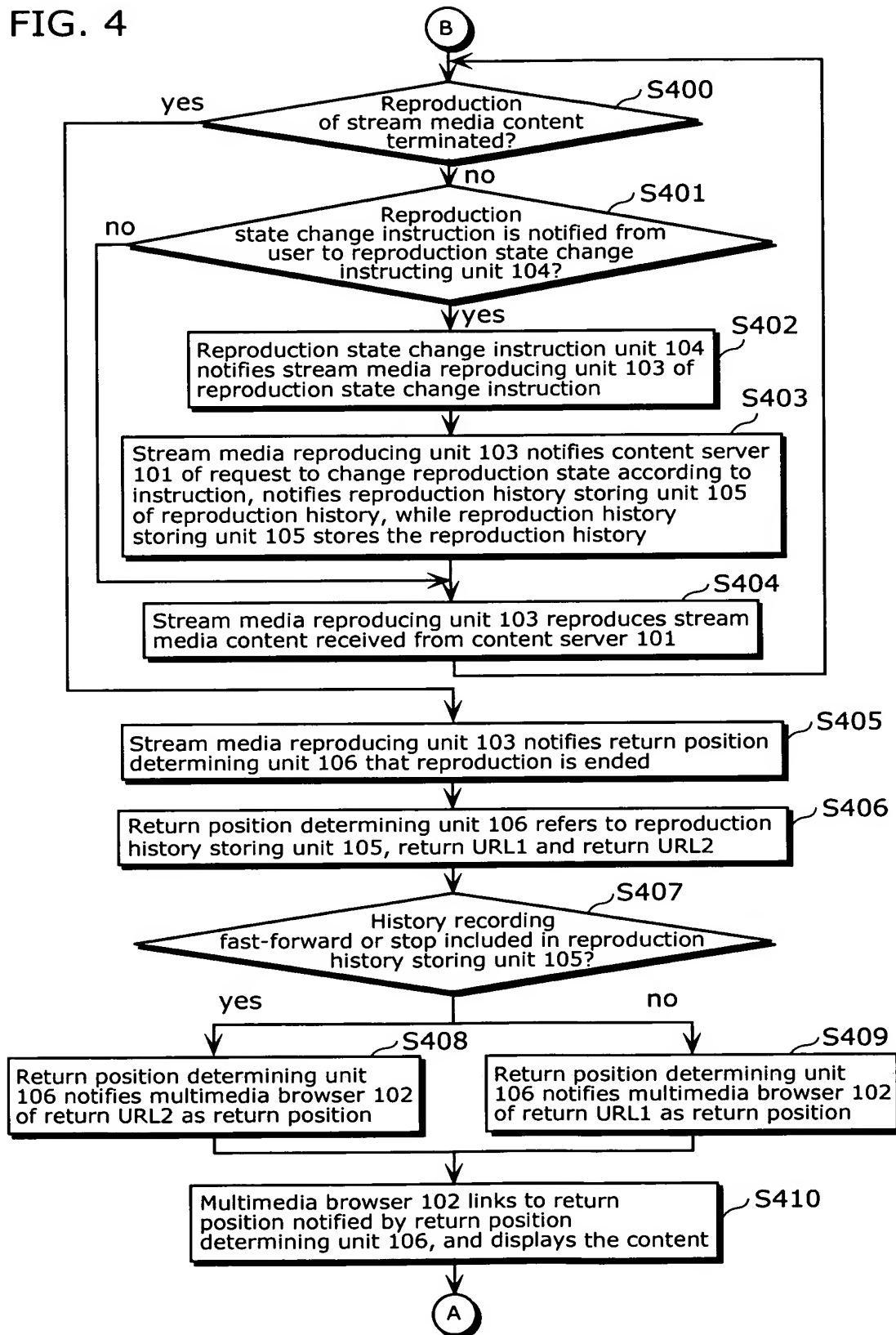


FIG. 5

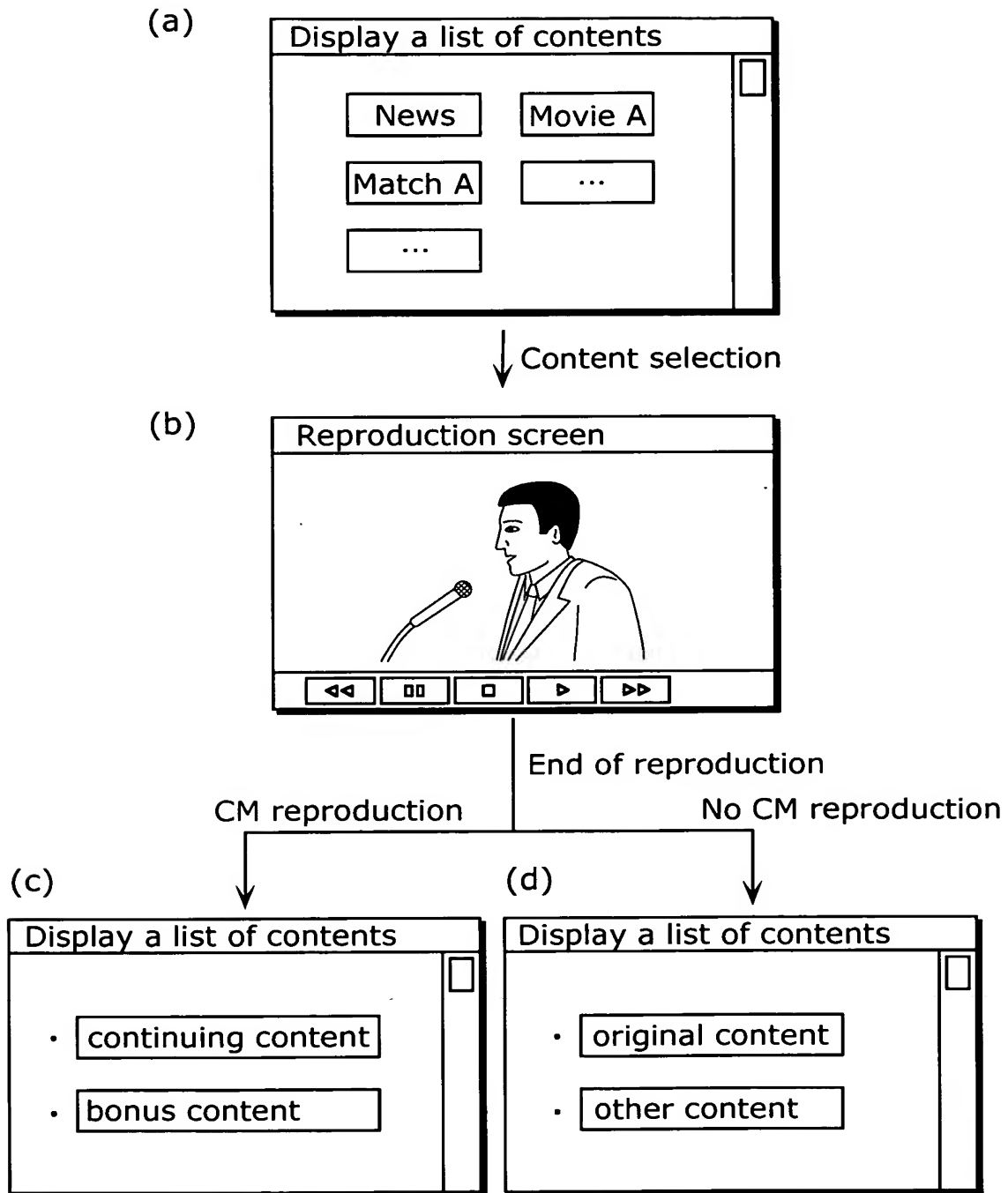


FIG. 6A

· next content
URL

· bonus content
URL

· Director's cut version
URL

FIG. 6C

· original content
URL

FIG. 6B

<Charging screen>
You get 50% off the charges
because you viewed the CM.
charging URL

FIG. 6D

<Charging screen>
No reduction available because
you did not reproduce the CM.
charging URL

FIG. 7A

```
<html>
<head>
.....
</head>
<body>
.....
    <a href="URL of stream media content#return URL1$STOP#return URL2$!FF00:05:00-00:10:00#return URL3$FF30-#....">stream media content</a>
.....
<body>
</html>
```

Link specification 701

FIG. 7B

702

| Return URL | Reproduction state |
|------------|---------------------|
| URL1 | STOP |
| URL2 | FF00:05:00-00:10:00 |
| URL3 | FF00:30- |
| : | : |

FIG. 8

Return condition =[≠!]?COMMAND TERM? DURATION?
 COMMAND =STOP | FF | REW | PAUSE ...
 TERM =TIME-TIME | TIME- | -TIME
 TIME =[0-9][0-9]:[0-5][0-9]:[0-5][0-9]
 DURATION =-[0-9]+ | [0-9]+-

FIG. 9

900

| Command | Operational timing | |
|---------|--------------------|-----|
| START | — | 901 |
| FF | 00:05:00-00:07:00 | 902 |
| FF | 00:35:00-00:40:30 | 903 |
| REW | 00:40:30-00:40:00 | 904 |
| PAUSE | 00:45:00 | 905 |

FIG. 10

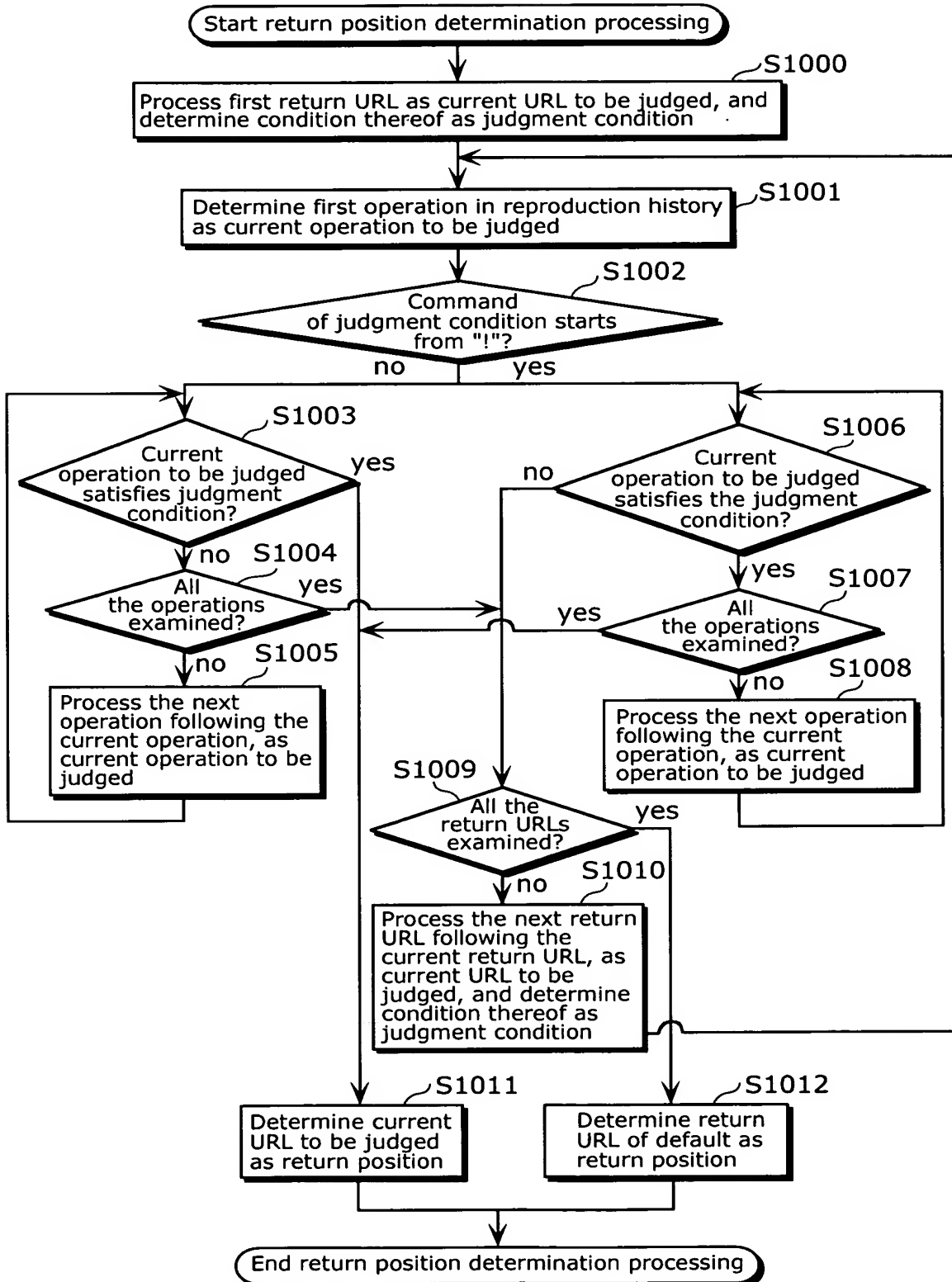


FIG. 11

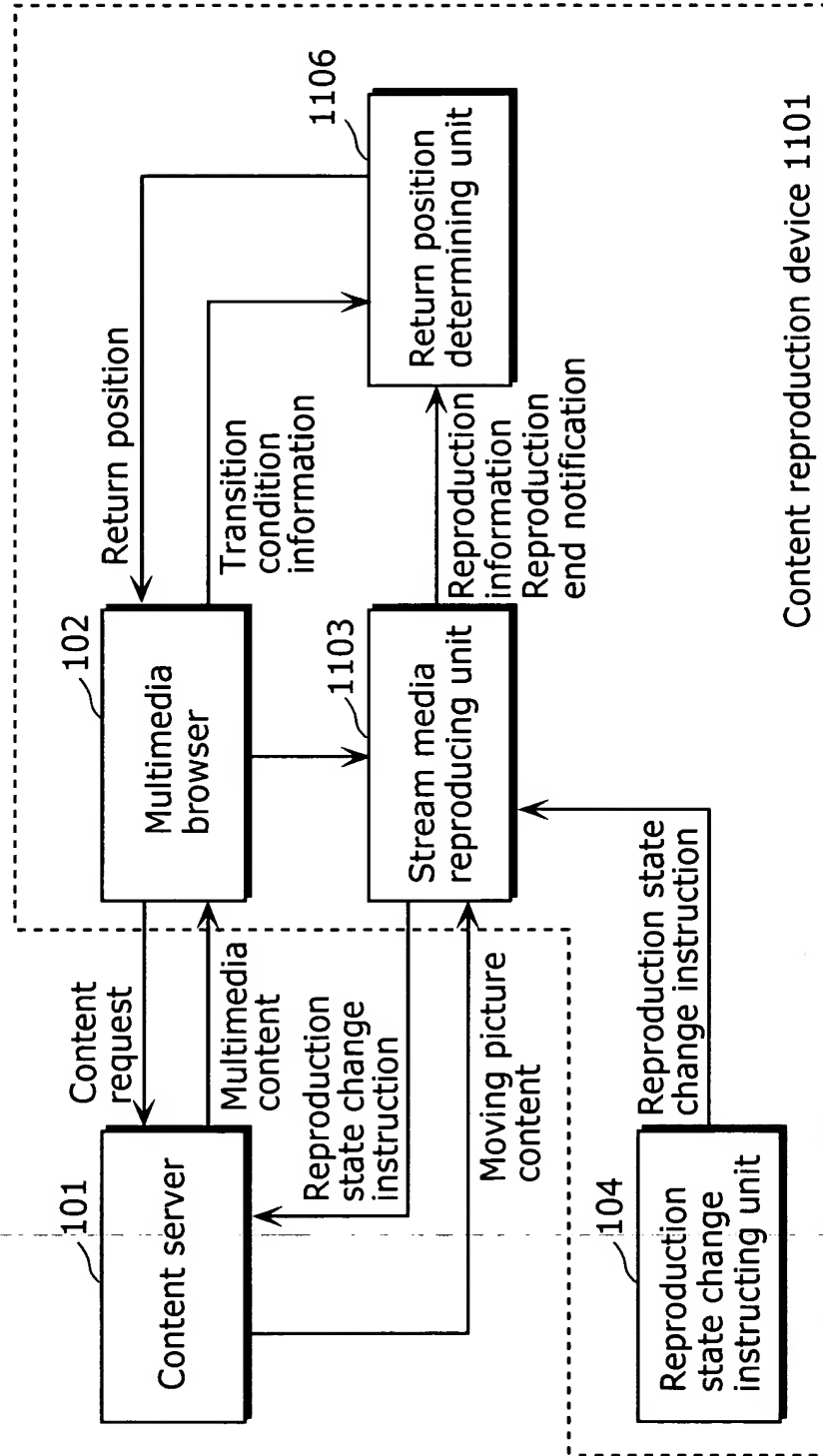


FIG. 12

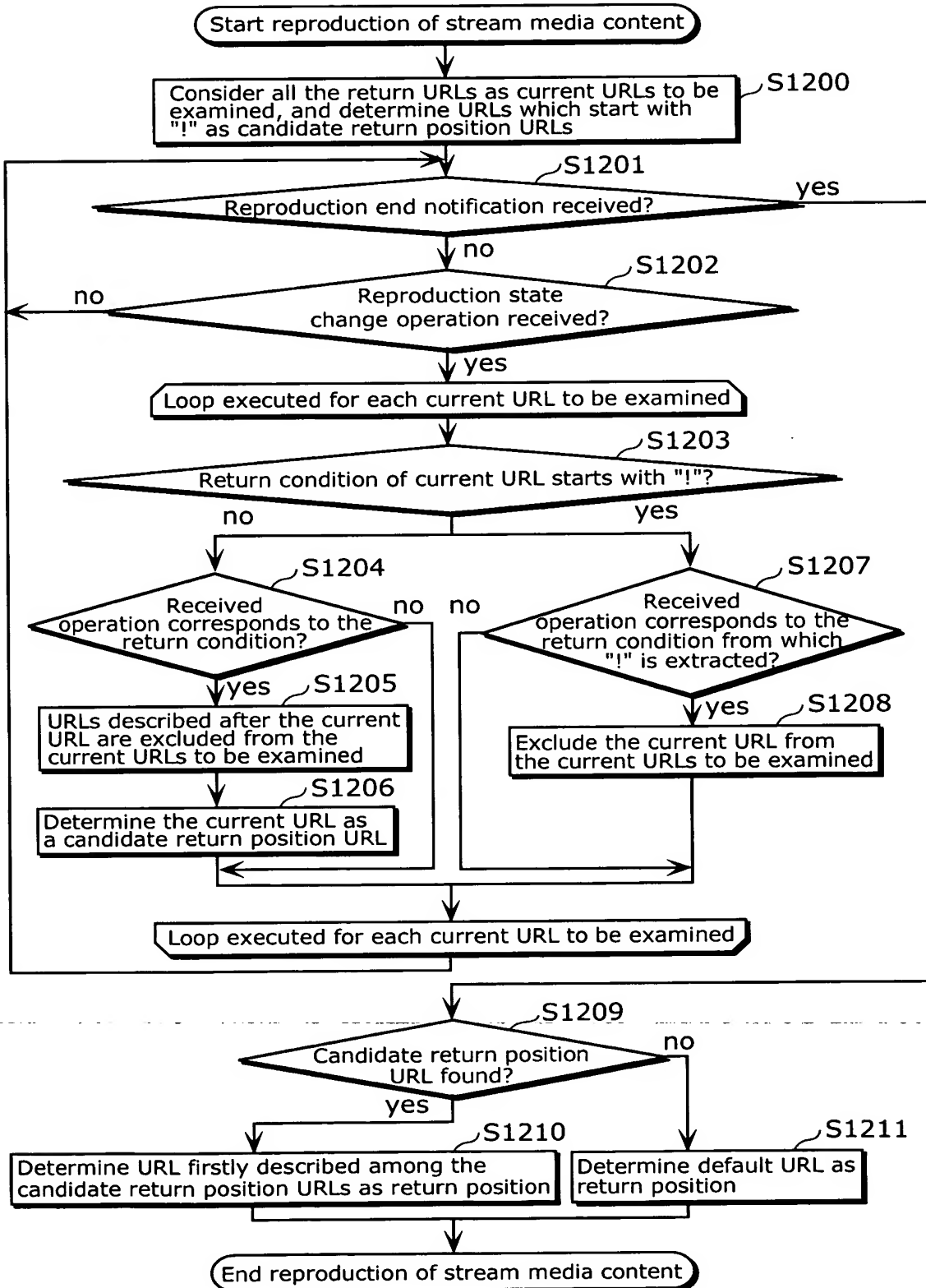


FIG. 13A

Video stream

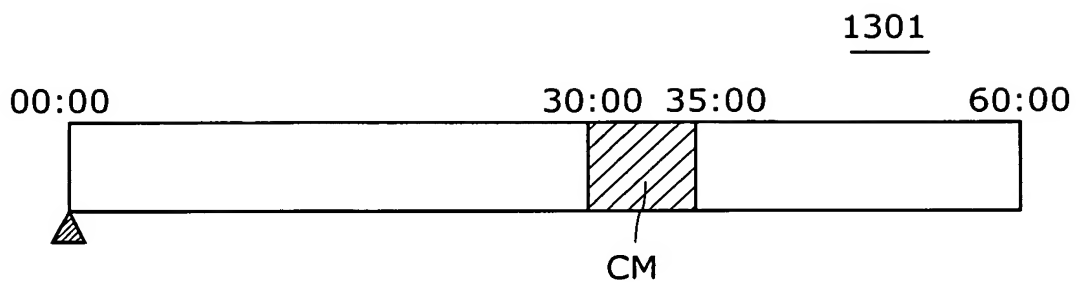


FIG. 13B

